

NEWS WEEKLY • OCT. 6, 1952

10¢

Quick

THE WORLD SERIES:
**Does the
Best Team Win?**

JACKIE
ROBINSON

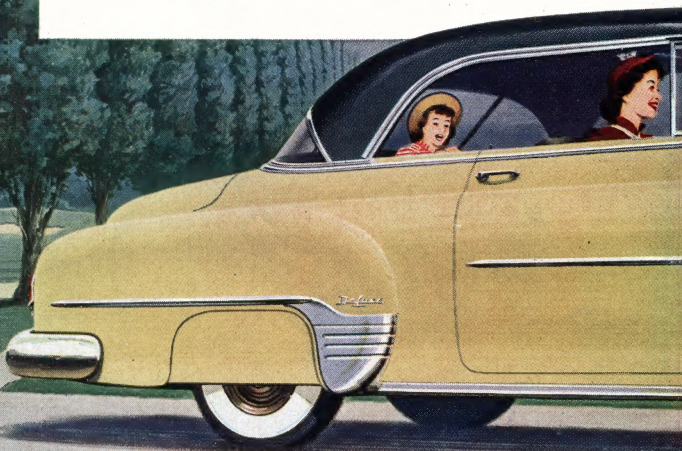
Report from the
Campaign
Caravans

Lodgers

Why you'll prefer
Chevrolet's Body by Fisher
for styling, comfort and safety!



The Only Fine Cars **PRICED SO LOW!**



What does Chevrolet's world-famous Body by Fisher really mean? *Beauty!* 26 solid or two-tone color combinations with color-matched interiors. *Styling* that sets the standard wherever you go . . . *and deep-down comfort to match.* *Steel-welded-to-steel safety* with Fisher Unisteel Construction. Extra protection from *Safety Plate Glass* all around. Or, *E-Z-Eye Plate Glass* (optional at extra cost). See your Chevrolet dealer and see all these advantages—yours with Chevrolet, *the lowest-priced line in its field!* Chevrolet Division of General Motors, Detroit 2, Mich.

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The Beautiful Chevrolet Bel Air



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Genius at figure-enchantment...

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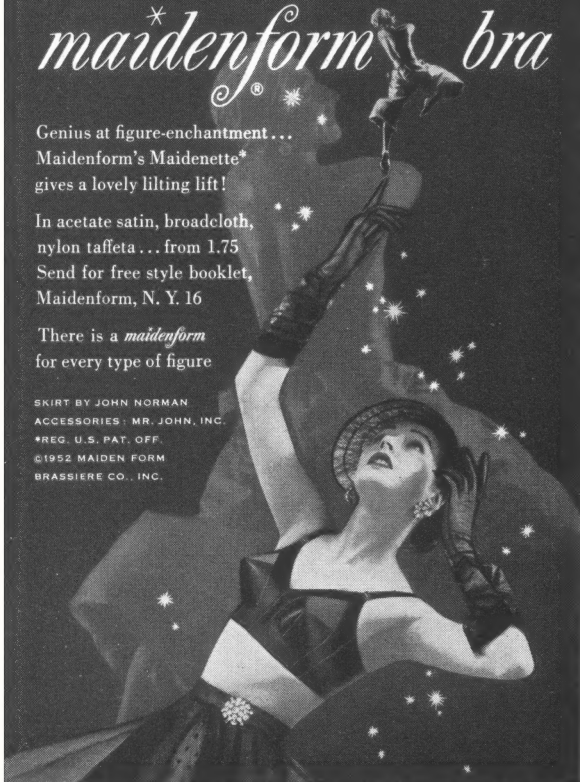
SKIRT BY JOHN NORMAN

ACCESSORIES: MR. JOHN, INC.

*REG. U.S. PAT. OFF.

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BRASSIERE CO., INC.



Vol. 7, No. 14
OCTOBER 6, 1952

Quick

—Pocket News Weekly

Reg. U. S. Pat. Off.

COWLES MAGAZINES, INC.—PUBLISHER OF QUICK AND LOOK

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THE WEEK'S BIGGEST NEWS

Campaign: The World Watches

With a month to go, the U. S. Presidential campaign held world interest. Editors abroad gave more attention to Gen. Eisenhower's current 15% lead in public opinion polls than to any other international news. British, French and Russian officials—sensitive to unrest among U. S. voters over Korea—watched for any hint of a shift in U. S. policies.

Background (QUICK Paris report): "Big European papers have their best reporters covering the U. S. campaign. From Norway to Italy, people are talking about Ike and Steve as though they could vote in November. Stevenson's wit and manner fascinate Europeans; Eisenhower, once a 'favorite son' here, has some Europeans apprehensive since his accord with Sen. Taft (R., Ohio) and his American Legion speech on 'liberating' Eastern Europe. If Western Europe could vote, Stevenson today would probably carry every country except Spain."



Nixon weeps at Ike's O.K.

More Talk of Money?

More dispute over political and personal finance was promised. Republicans won the first round, kept. Sen. Nixon as their Vice-Presidential candidate and pressed Gov. Stevenson to reveal details of his gifts to key Illinois state officials.

Effect: Nixon's emotional detailing by radio and television of his personal finances was "variously characterized as 'a masterpiece' and a 'soap op-

era,' " the New York Times reported. At the same time, it made him a GOP hero, won him full support from Gen. Eisenhower as "my boy." Observers said the speech massed Republicans behind Nixon; he drew larger crowds to all subsequent speeches.

Gov. Stevenson's revelations concerned a \$172,000 list of contributions, from which he paid \$18,500 to eight Illinois employes as "bonuses" or "gifts" to help make up the difference between their state salaries and the "sacrifices" they made to leave private employment to accept public jobs.

Newspaper editorials were critical of both funds, suggested government employes should be paid enough so they wouldn't need outside contributions.

Stevenson also revealed his personal income accounts for the last 10 years (total income: \$500,046; taxes: \$211,980) and his Vice-Presidential candidate, Sen. Sparkman (D., Ala.), did likewise. The aim of this, observers believed, was to force Eisenhower to reveal his accounts, too.

Stevenson Goes on the Attack

Gov. Stevenson stepped up his attack on Gen. Eisenhower for "parroting" G.O.P. attacks on the Far Eastern policy and on waste in the defense program. Democrats pictured Stevenson as fighting "uphill" and predicted he would go all-out in October in a drive to win.

Background (From Stevenson's caravan): "The Stevenson campaign generally is in good working order. There seems to be plenty of money to finance it. Stevenson's campaign is not orthodox Democrat in tone. He doesn't claim that either he or the Democratic party are the be-all or the end-all in politics. He's making a big pitch for the independent voters who once were heavily for Eisenhower.

"He's handling much of his campaign personally, writing his own speeches. His trenchant remarks are prepared in advance. This makes him prefer the formal speech to a large crowd, over the whistle-stop type of speech Pres. Truman used successfully."



Stevenson in action: serious, thoughtful—with a laugh at a point.

Ike Gets the Crowds

Gen. Eisenhower rode his campaign train through the Midwest and into the South. He drew crowds which reporters compared to those that turned out to see Wendell Willkie in 1940. But unlike the Willkie crowds, all were friendly. His advisers were confident he would win some Southern electoral votes.

Background (*From Eisenhower's caravan*): "As the campaign progresses, Eisenhower becomes more and more the orthodox party leader, less the five-star general. He loves the crowds and they respond to his grin and to his 'crusade' for better moral tone in Washington.

"He employs visual aids. In Ohio he broke a pine board in half to show how much less white pine you can buy now for 15¢ than you could in 1945.

"He always introduces 'My Mamie' (substituted for Pres. Truman's introduction of 'The Boss'). His 18-car special is the longest in U. S. political campaign annals. Sen. Fred Seaton (R., Neb.), who handles local political callers, named the train 'Ulcer Ave.'

"Ike still talks about the 100 taxes on a hard-boiled egg, but he's discovered 150 on a woman's hat. This makes a hit with the crowds as Ike bears down on corruption, Korea, high prices, high taxes."



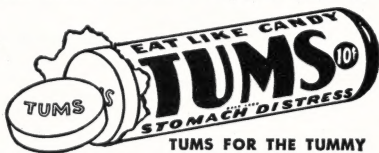
Eisenhower on the back platform

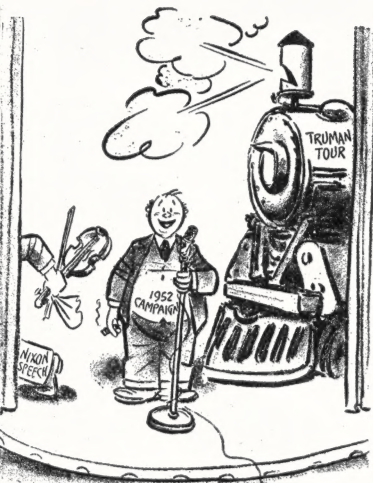


SLEEP TONIGHT! *Don't Churn Acid*

Do you lie awake rolling and tossing after you go to bed? When your stomach churns up too much acid—that's what is almost bound to happen. Try eating 1 or 2 Tums at bedtime. See if you don't drop off to sleep faster—feel refreshed and "ready to go" in the morning. Always keep Tums handy to counteract gas, heartburn, sour stomach, acid indigestion. Get a roll of Tums today to have on hand tonight. Better yet, get the economical 3-roll package for only 25¢—so you can keep Tums handy at your bedside as well as in pocket or purse.

**STILL ONLY
10¢
A ROLL**





Herblock in Washington Post
 "And Now for a Change in Tempo—"

Truman Steps In

Pres. Truman tried his 1948 "magic" in Stevenson's behalf—set out to lift Democratic hopes in the West, the farmlands, and among minority groups.

Background: Truman is bearing down on doubtful areas, where the Democrats believe Stevenson needs help. He will concentrate on California, Pennsylvania and New York—all of which are leaning to Ike, ac-

cording to the Gallup poll. He'll avoid the Southern areas where he's unpopular.

QUICK's survey of individual voters (QUICK, Sept. 1) indicates the campaign to date has not produced many switches. In Boston, delicatessen operator Benny Kostick reported Stevenson's speeches had left him undecided (he started out for Ike). San Francisco and Los Angeles interviews brought no changes. A Portland, Ore., bartender and a printer, both starting out undecided, went to Stevenson. In Denver, Bettie I. Mannon switched from Ike to Stevenson, a parking lot operator switched the other way.

A New York Times check on 10 counties that voted for the winner in every election since 1896 gave four to Ike, three to Stevenson, three split.

A Russian Woman Writes to Her Editor

(The following excerpts are from a letter reportedly written by a Russian woman—Paulina Soldatenko, whose husband is a shop foreman and who has two teen-age children—to the Moscow newspaper Trud. QUICK's Paris bureau forwarded it.)

"There's a lot of work before going to bed. I think my husband earns a good living and that we could live well enough, but we housewives have too much to do.

"I have to do all the laundry by hand, and that takes two days. How wonderful [it would be] to have a washing machine, and to iron automatically.

"I know my country is the first technologically. We have the best of everything. Our technicians could build machines to make housework easier. Why haven't we got them?

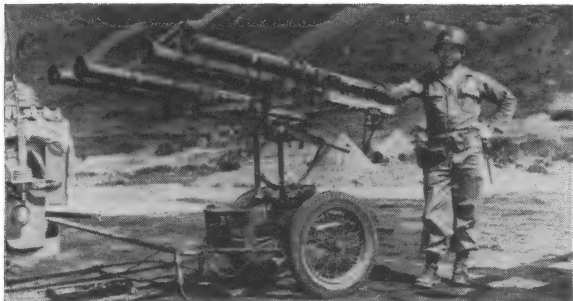
High Cost of Living

"All household items are too expensive. It's almost impossible to repair a broken piece of furniture, equally impossible to replace it. . . . I know there is a good cookbook on the better use of existing foods, but there's only one copy in our small town. It's circulating. Such a book should be in each family. I like flowers, and I'd like to have a book on how to take care of them. A medical book would be useful.

"In our neighborhood, someone has a radio. You hear all sorts of advice on it for farmers and pioneers—nothing for the housekeeper.

"I know our Communist party and our government does a great deal, but why doesn't it ever think of the housewives? We have a big part in the building of socialism, too. . . .

"I am expressing the opinion of many housewives."



Pride of Invention: Capt. Albert Barron is proud of the rocket gun he designed in Korea from four 3.5" bazookas. International

Korea: Showdown for the U.N.?

Korea cast a shadow over the U.N. General Assembly meeting. As delegates prepared to debate a new move, many felt that failure would cripple the U.N.'s future effectiveness. New sources of concern: 1) Red rejection of new U.N. offers to end the truce stalemate; 2) a general U. S. naval blockade of Korea—with vessels in gun range of China and Manchuria.

Background: *Fighting has grown more intense in Korea, and winter is setting in. So far intensified U.N. air attacks have not brought indications of a softening in Red terms. The stalemate centers on war prisoners. The Reds want all U.N. captives turned over. The U. S. has insisted that only those who wish to return should be handed over. Both sides have refused to budge. The talks have been in off-and-on recess since July. Experts believe neither side can—under present conditions—score a military victory.*

QUOTES ON THE NEWS

LUDWELL DENNY: "Soviet Premier Josef Stalin is shifting tactics again in Western Europe. . . . In France, the powerful Communist party openly is trying to revive the old 'national front' appeal In Greece, Stalin's agents, instead of talking another 'civil war,' are posing as friends who would rescue that country with Soviet trade orders. [In Austria] the Russians are turning on the charm with talk of profitable trade deals. [And] in Germany, Stalin is trying to offset the unpopularity of Russians by using his East Germany stooges for 'unity' negotiations."



Denny

RAY HENLE (NBC): "There is talk in [British] court circles that the title of Earl or Duke may be conferred upon Winston Churchill at the coronation ceremonies next year. It would signal his retirement from political life."

MALVINA LINDSAY, in the *Washington Post*: "Congress is being increasingly regarded as composed of representatives of special interests rather than of states. Cynical observers on Capitol Hill speak of the oil Senators . . . the CIO Senators, and so on. The only way of ridding public men—and the nation—of this humiliating and corrupting situation is to have all the citizens finance the campaigns of candidates . . . through Federal appropriations of adequate and specified amounts. . . .

"This has been suggested before but never gets anywhere. . . . But leaders of both parties are now insisting they will clean up Government corruption. . . . The most realistic first step they could take would be espousal of a law to eliminate the need for campaign 'angels.'"

● WORLD NEWS

Mossadegh Challenges the West

Iran's Premier Mossadegh gave Britain and the U. S. just 10 days to accept his terms for settling the Anglo-Iranian oil dispute. His demands: \$135 million in oil royalties from Britain; a reduction in British claims against Iran for oil properties taken over in nationalization. Britons called it an "outrageous ultimatum." Washington and London officials hoped to steer Mossadegh into new negotiations. Meanwhile, U. S. oil executive W. Alton Jones, freshly returned from Iran, warned the country was "ripe" for a Communist seizure of control.

Dimes for Il Duce

A freighter from Japan docked in French Somaliland with a bargain. Its special for natives: black shirts made in Japan for Mussolini's Fascist followers, complete with emblems. Price 10¢ apiece.

Pity from the North: This ad in an Ottawa, Canada, newspaper twits the U. S. for inflation that has allowed its dollar to be worth less in trade than the Canadian dollar.

Please Help Our Poor American Cousins

by going to the States soon
Remember their Dollar is now
not as good as ours.
your purchase of U.S. dollars
will help.

ALLAN'S TRAVEL SERVICE

63 SPARKS ST., OTTAWA

TEL. 2-3724

Everything done for the traveller

Fire Warden's Entertainment—Members of the committee and volunteer fire brigade

Wing C. Miss I. Rothery, Miss N. Reay, Miss M. Wilkins, Miss D. Baldwin, Miss D. Miss

Stunned: Flight Lt. X. Theodorides hears himself sentenced to death in an Athens, Greece, court martial. He was one of 12 punished—10 by imprisonment—for sabotage inspired by the Reds.



Showdown in Egypt

Premier Gen. Mohammed Naguib moved in for a showdown with Egypt's powerful ultra-nationalist

Wafd party. Naguib demanded that the Wafd ditch its leader, Mustafa Nahas, a principal spokesman in stirring up Egyptian troubles with Britain. The Wafd refused. Naguib ordered the Wafd disbanded, placed all parties under government control.

Japan: Election Aftermath

TOKYO (special to QUICK)—On the heels of their national elections, Japanese voters expected weeks to pass before Premier Yoshida could form a new coalition cabinet. But observers were certain that the new government—like the last—would be linked to close cooperation with the U. S.

Yoshida's problem: His own Liberal (conservative) party, still the largest in the Diet (parliament), is so badly split that he'll have to rely on Socialists and Progressives to keep control. Election sidelight: More than 2,000 persons, 20 of them candidates, are under investigation for violation of Japan's strict election laws.



International

Watch on Jutland: Danish home guards watch North Atlantic Treaty troop ships and landing craft prepare to put U. S. Marines ashore in a final exercise of Operation Mainbrace. Russian "fishing boats" kept close watch on the NATO war games, which were held in Scandinavian waters.

Satellites I: Deadbeats

An Austrian Socialist newspaper branded four Red satellite countries welchers, said they owed Austria \$10 million for merchandise. Past due accounts, as listed by the newspaper: Poland, \$5 million; Czechoslovakia, \$2.5 million; Romania and Hungary, more than \$1 million each.

Satellites II: Gag Rule

Red Czechoslovakia's official radio station in Prague accused women of talking too much, ordered them to remain silent in public "because too many state secrets are being revealed" to "Western spies and saboteurs" who listen in on idle gossip.

Potomac Fever®

LIGHT COMMENT ON THE NEWS

Republicans contend that both Eisenhower and Nixon have gained strength in the last few days—and are now strong enough to carry around their own halos.

Gov. Stevenson rejects Republican demands that he quit the race. Adlai hasn't time to quit—he's too busy making out his expense account.

Vice-Presidential candidate Sparkman admits his wife owns part of a radio station although she's been on the Senate office payroll. All right, now, let's everybody sing it: "Don't Let 'em Take It Away."

The A.F.L. backs Stevenson. They love Adlai's sense of humor—although there's no denying they'd have preferred a more practical joker.

A flood of telegrams pours in on Gen. Eisenhower, praising Sen. Nixon. All this Eisenhower crusade needed was a brief pause while everybody enjoyed a good cry.

Adlai Stevenson defends the use of a private fund for Illinois state employees. At last the Democrats have got their teeth into the issues—at least plenty of people have had the bite put on them.

Roosevelt had his Scotty, Fala, and Nixon has his cocker spaniel, Checkers. The way to get ahead in politics is to find somebody who'll refuse to quit kicking your dog around. —*Fletcher Knebel*



Nixon children with Checkers

● NATIONAL NEWS

How Large a Vote?

The nation's most intense "register and vote" campaign set records. Tulsa, Okla. declared Nov. 4 a holiday; Springfield, Ohio, accepted Tulsa's challenge for a contest to produce the biggest percentage vote in history. Ohio and New York preliminary registrations pointed to an all-time high poll. Experts predicted the campaign to arouse voters would—at its best—bring 58 million (of 98 million potential) to the ballot box on election day.

Koje Colonels Retired?

The Army hinted it would drop two colonels—Francis Dodd, who was captured by the Red prisoners of war on Kojima Island; and Charles Colson, who negotiated Dodd's release—from officers to stay on active duty. Also Brig. Gen. David Crawford, removed last year from command of the Detroit Arsenal for accepting favors from a firm.

Probers Probed

House investigators of the Justice Dept. blamed ex-Atty. Gen. J. Howard McGrath for the "inglorious" failure of the Administration's first "anti-corruption" drive last spring. An official report of the probers suggested that McGrath picked Newbold Morris for the clean-up role because of a belief that Morris "might be susceptible to pressure."

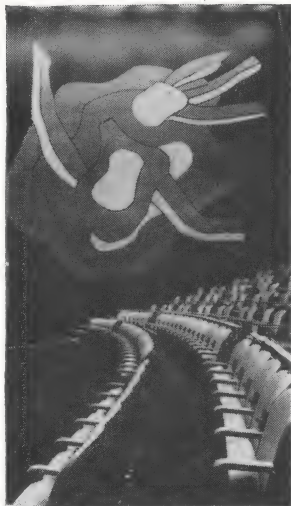
The same House committee earlier heard former Asst. Atty. Gen. T. Lamar Caudle say McGrath told him: "I know enough to blow the White House sky-high." McGrath declined comment.



J. Howard McGrath

U.N. at Home

U.N. General Assembly delegates moved on New York City for their first session in the new permanent U.N. headquarters. The Assembly building, last of three built at a cost of \$68 million, is of ultra-modern design. Its color scheme stresses "U.N. blue" and "hope green," with murals of abstract design (example, r.).



U.N. mural: yellow, blue and white

Reading Room Feud

Two Boston newspapers, the *Post* and *Herald*, disputed the wisdom of keeping Russian papers and magazines on Boston public library shelves. The *Post* demanded that *Pravda*, *Izvestia* and a pro-Soviet magazine, *New World Review*, be withdrawn—contending they fed the Red party line directly to U. S. party members. The *Herald* called the *Review* propaganda, but said the library should stock it to provide a "cross-section" of material and the "outlook of our Communist enemies." The library was following the *Herald*.

Cargo Queen

The world's longest cargo ship, the 714-foot *Joseph H. Thompson* (the *Queen Mary*: 1,018 feet), neared completion in Chicago. Converted in three shipyards—Baltimore, Pascagoula, Miss., and Chicago—from a shorter freighter, the Thompson will haul ore on the Great Lakes.



Georgi Zarubin denies "hatred."

The Cold War Gets Colder

Russia's new ambassador to the U. S., Georgi Zarubin, got a chilly reception at the White House. Later, he told reporters there was no truth in reports from U. S. Ambassador George Kennan in Moscow that the Soviet was running a "hate America" campaign.

The Reds then shifted their propaganda drive to Kennan personally. *Pravda*, the Communist party daily, accused

Kennan of "slander" after he revealed the "icy" atmosphere in Moscow reminded him of anti-U. S. feeling in Hitler Germany. U. S. experts thought Russia was building up to asking that Kennan, author of the "containment" policy for dealing with communism, be recalled.

African Air Bases Defended

A Senate subcommittee's criticism of the \$421 million African air base program was called "unfair" and "false" by a House subcommittee. The House group said the bases, within bombing range of Russia, were half finished and two of the five airfields were usable within a year after ground was broken.

Life from the Dead

A U. S. military transport, three of its four engines out, brought its 37 passengers to safety after the pilot ordered a coffin containing the body of a U. S. airman dropped into the Atlantic to reduce weight when the plane lost altitude rapidly.

INSIDE WASHINGTON

From Quick's Bureau



The Republican National Committee spent an estimated \$83,000 on radio and television time for Sen. Richard Nixon to explain his \$18,235 political expense fund. Committee aides say contributions evoked by Nixon's performance will pay for it.

On a recent visit to a Washington art gallery, Pres. Truman admired a painting of a Dutch tavern scene in which men were casting dice. The President remarked he'd like to give the painting to a friend. The proprietor of the shop couldn't remember the friend the President named. One popular theory: It was either Sen. Kefauver (D., Tenn.), or Sen. Connally (D., Tex.) who once called the Kefauver crime probe a hunt for a "bunch of crap shooters."

Tax law changes will cut the take-home pay of the next President, Vice-President, and Speaker of the House. Congress has made a \$50,000 Presidential expense allowance subject to taxes, as well as \$10,000 allowances for the Vice-President and Speaker. Congressmen gave up their \$2,500 tax-exempt expense funds, but will be allowed to deduct \$3,000 from their \$15,000 income.

The staunchly Republican 28th congressional district in New York is making history—with two women opposing each other. Incumbent Rep. Katherine St. George (r.) faces Democrat Marion Sanders, formerly editor of the State Dept. magazine *Amerika*.



St. George: woman vs. woman.



Savo balances a Red Feather.

QUICK applauds the 2 million volunteers who started collecting public contributions for the United Red Feather Campaigns, aided by such crowd-drawers as clown Jimmy Savo (l.). The Red Feather's minimum need this fall is \$235 million to operate its 17,000 health and welfare services and those of the United Defense Fund. The bill for the defense fund alone is \$19,451,340 and that money pays for the USO, American Relief for Korea, and the new United Seaman's Service centers in the ports of Casablanca, Athens, Manila, Pusan, and Inchon.

● RELIGION

A Higher Order

Heaven does have angels, said the Rev. Charles Bell of Hurst Green, England, but added sadly, no little girl can become one. He explained: "Angels are a separate order of creation," barred parents of 9-year-old Kathleen Reese from placing an angel over her grave.

The Church and the State

In a far-reaching decision, the Mexican Supreme Court recognized the validity of a church marriage, strengthened the general rapprochement between church and state. The decision was the first of its kind since 1857.

★ SQUARE-PEG-IN-ROUND-HOLE OF THE WEEK

A Summit, N. J., telephone operator asked police to investigate a nearby phone booth where a customer was having trouble. He owed \$3.65 in overtime charges, she said, but swore he couldn't fit his money into the coin slots. Police checked and found Charley Yong-Sa-Set, trying to stuff dollar bills into the slots.

★ BOOMERANG OF THE WEEK

In court to pay a \$2 parking fine, John Bladen, of Long Beach, Cal., was nicked another \$25 when he tried to pay the first fine with 200 pennies dipped in glue.

★ PIED PIPERS OF THE WEEK

Euclid, Ohio, bus drivers asked mothers to stop using them as baby sitters. Their complaint: Too many children were put on busses with orders to keep riding around town until mama finished her shopping.

Decision of the Week: Orphaned by their parents' death in an auto crash, 11 Conger children—10 months to 21 years of age—gather outside their Bordentown, N. J., home. Led by two married brothers (rear row), the Congers plan to buy a farm, stay together while the little ones grow up.

Wide World



WHAT THEY

“

Bette Davis, telling columnist Earl Wilson about her publicized “feud” with Tallulah Bankhead: “Tallulah’s kept talking so much about me I didn’t have to work all year. Let her keep talking about me another year!”

Navy Sec. Dan Kimball, asked to verify Gen. Eisenhower’s assertion that the Navy has a 50-year anchor supply: “Gen. Eisenhower is mistaken. We must have a 100-year supply.”



Walcott: hurt.

Jersey Joe Walcott, after he lost his heavyweight crown by Rocky Marciano’s knockout: “I didn’t know what hit me. But whatever did hit me hurt.”

Robert Battle, of Detroit, when charged with stealing a city garbage truck: “I wanted to take my girl friend for a drive.”

Police Sgt. Walter Jones, of Knoxville, Tenn., retiring after 30 years’ duty: “I’m still look-

ing for a chance to be a hero. I’ve been shot at but never shot. The big things just don’t come my way.”

Mrs. Anne Boetcher, of Randers, Denmark, on her 104th birthday: “I don’t want to live any more. I can’t do needlework, or read the Bible. The only things left are the radio and my memories.”

Rupert Woolly, of Sydney, Australia, who walked through a furniture store’s plate glass window, thinking it was an open exit: “It was bad luck the window was so clean.”

ARE SAYING

Columnist Paul Coates quoted **Bernarr Macfadden, Jr.**, a physical culturist like his father, after meeting Marilyn Monroe: "I'm hoping she'll have a date with me. Dad would like that. Of course, I don't know if she smokes but, anyway, she does have a nice clear skin. And a healthy mind."

A **Mexican psychiatrist**, estimating that 32% of the people walking Mexico City's main streets talk to themselves: "When I finish a day's work at the insane asylum and start home, it looks like I've just entered a bigger madhouse."

John Pira, of New York City, indignant because a man charged him with stealing his car: "Why, he has no complaint. I put a new top on his car and four whitewall tires."

Judy Holliday, testifying that she'd been duped into supporting Communist-front groups: "When I was solicited I always said, 'Oh, isn't that too bad. Sure, use my name.' I don't say 'yes' to anything now except cancer, polio, cerebral palsy and things like that."

”



Holliday: duped.

Scalpel and Sponge

Leg pains caused by hardened arteries can be erased by surgery, announced a Chicago doctor at the New York meeting of the American College of Surgeons. In 22 of 34 cases, he said, hardened leg arteries were sliced out and the segments successfully replaced by healthy veins. Another doctor predicted that within a year doctors would try using a monkey's heart and lungs—placed outside a baby's body—to process and pump the infant's blood while the heart was being repaired.

Chilled for Surgery

Minnesota U. surgeons in Minneapolis said they had a blood-free heart—probably the first—without using monkey lungs. Their technique: They chilled the body of a 5-year-old girl to 79°, then stopped the flow of blood for five minutes while they stitched up a hole in her heart. (They were able to stop her circulation because the “deep freezing” had slowed down her body processes, reducing her need for the

oxygen carried by the blood.)

Pep Booster

Athletes were told of the advantages of whiffing oxygen. A Pittsburgh firm, introducing a portable device (l.), claimed oxygen would improve an athlete's performance, help him regain his strength soon after a game.



Bob Waterfield tests the “Vitalator.”

Kinsey on Sex Crimes

Sex criminals released from prison rarely repeat their crime, said Indiana U. sexologist Alfred Kinsey. In a study of 2,000, he found fewer "repeaters" among them than any other criminal type.

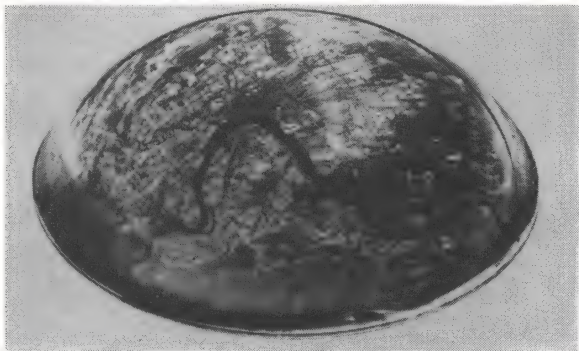
Weed Juice for Birth Control?

A new birth control method was under study in Britain. Two scientists reported extracting a juice from a common "gromwell" weed, giving it to mice and scoring 100% in preventing conception. Three women and a man also drank the juice with no ill effects. The scientists now plan large-scale human tests to be sure that the juice causes only temporary sterility.

● SCIENCE

Sky-High Snapshots

A shell-shaped camera that can photograph a 300-square-mile area from a 30,000-foot altitude (sample photo, *below*) was built by Boston U. for the U. S. Air Force.



The Middleton, Conn., area, from six miles up.

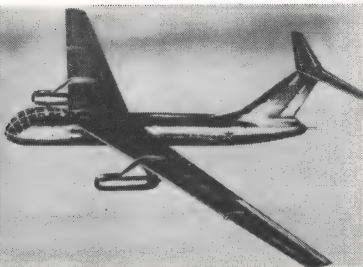
At Home With the Perch

After studying the fish in a Wisconsin lake, Wisconsin U. researchers reported on the day-and-night life of the perch. During daylight hours, they found, perch travel in schools from 25 to 35 feet down. At dusk they swim toward shore at the same level till they hit bottom, then disperse to sleep. At daybreak, they rendezvous and head back to deep water.

The Hole Holds On

Lovers of Swiss cheese heard a comforting report. A Michigan State College scientist said that Neomycin—a drug given to dairy

cattle to combat disease—won't upset the cheese-making process as much as other antibiotics. Cheese makers have recently found that antibiotics in milk made it difficult to produce the holes in Swiss cheese.



New Red medium bomber

flight near Moscow recently, *Aviation Age* revealed. The magazine published a drawing (above, l.) of the 650-m.p.h. craft, which is powered by two turbo-jet engines.

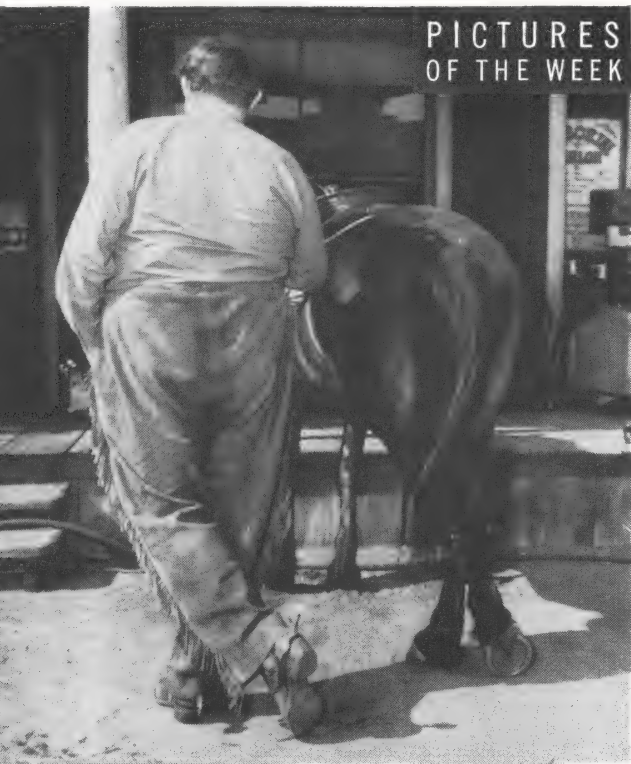
New Red Warbird

A new Russian medium bomber—equivalent of the B-47 — made its maiden

Breathless Beer

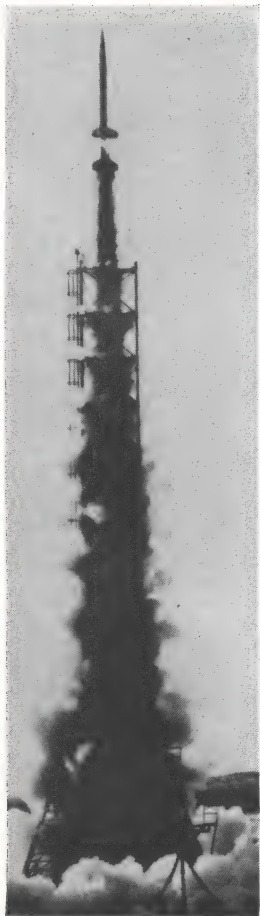
Beer that doesn't leave a tell-tale odor on the drinker's breath was announced by British chemists. Their secret: a process to put odor-chasing chlorophyll in the beer without affecting its taste.

PICTURES OF THE WEEK



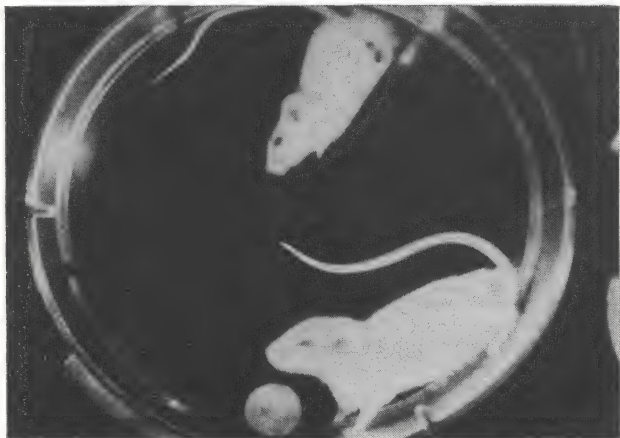
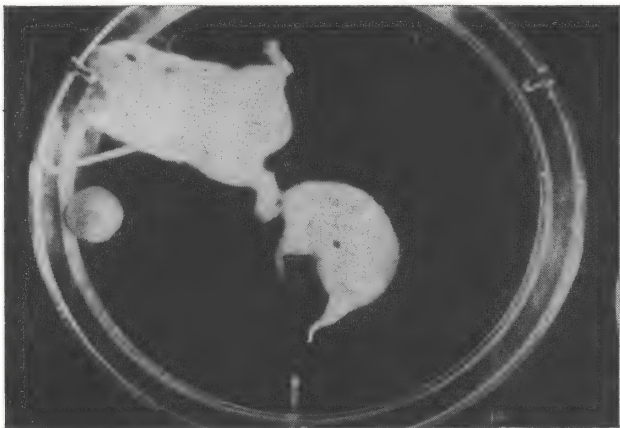
Wide World

Their Backs to the World: Comedian Andy Devine and his horse Joker are weary of politics, flying saucers and the like—and they show it as they assume a posture of slothful indifference on the set of a television show in Hollywood.



Mice Blaze the Trail In Journey into Space

Humans probably can survive a journey into space—if they sit tight and don't mind being weightless—the Air Force said on the basis of photos (*opp. p.*) of mice taken 40 miles above the earth. The photos were from a movie film put into a rocket that was launched at Holloman Air Force Base, Alamogordo, N. M. (*l.*). At the so-called near-zero level of gravity, the mice had almost no weight (*top photo*); one floats in the air in the two-section drum, the other clings to a shelf. A few seconds later, after a parachute opened and the rocket fell to normal gravity, one mouse is poised, the other resting on the shelf (*bottom*). Neither showed any unusual effects on returning to earth. Neither did Albert, a monkey who accompanied them, strapped to a chair and under an anesthetic. His heartbeat and other reactions were measured by instruments, radioed down.



The camera records the adventures of mice in outer space.

Wide World



International

The Queen Wears the Kilts: This picture gave Britons a hint on who runs the royal household. British papers had been alive with reports Queen Elizabeth wanted her husband to wear kilts in Scotland, as her father did, but that the Duke didn't like them. The Duke has knickers, Prince Charles and Princess Anne slacks—and the Queen, kilts.



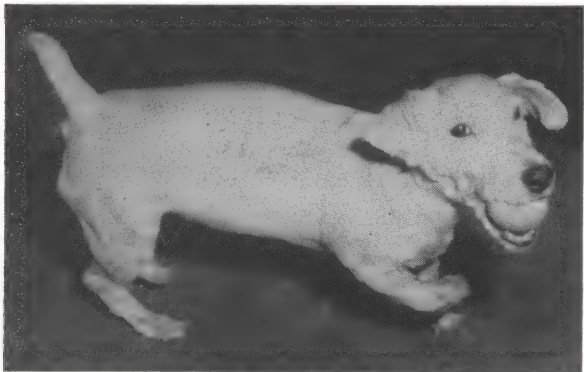
U. S. Navy via Wide World

Dress Optional: Smiling and excited, a barefoot Japanese woman is helped aboard the main deck of the U. S. battleship *Iowa* during an "open house" at the port of Nagoya. Some 20,000 Japanese came aboard during the three days the big warship was in port for a goodwill visit. The helpful seaman is Apprentice Samuel Skaggs of Alhambra, Cal.



Wide World

Shaggy Dog Story: Thirty Fitz Robin, a 3-year-old Denver, Col., Sealyham, is worried (above). He'd heard veterinarians say his hair is so tangled he couldn't stand the pain if given a haircut, that his number was up. But owner Bill Fitzgerald appealed for help through the papers. Result: a doctor gave Thirty ether, cut him in 19 minutes (below).



● ENTERTAINMENT

Iron Curtain Music: Faster, Funnier

Russian composers were advised to unshackle their funnybones. The Moscow *Literary Gazette* told them to begin turning out some operettas, and to make them amusing: "Laughter must be regarded as a weapon, a means of education, an instrument of criticism and auto-criticism." . . . Composers in Communist Hungary were given production-quota orders. Output per composer for the coming year: three operas, two ballets, one operetta.

Annual Wage

The biggest one-season deal in radio history was the tag pinned on a new Bob Hope-NBC contract. Hope will give NBC six shows each week—five daytime, one at night. NBC will give Hope—\$2 million.

Thumbs Down

The Colosseum, the showplace of ancient Rome, tried for a comeback with a huge pageant. Most of the audience walked out; a Roman critic wrote: "Something for a rural fair."

Pitching Form: Marilyn Monroe tosses out a baseball to start an annual benefit game: Actors vs. Comedians.





Fortissimo! Conductor Dimitri Mitropoulos pulls out all stops as he rehearses the New York Philharmonic Symphony in Moussorgsky's *Boris Godunov* before the start of the symphony's 23rd consecutive season as part of the CBS-radio network.



MOVIE

of the week

.....

THE HAPPY TIME

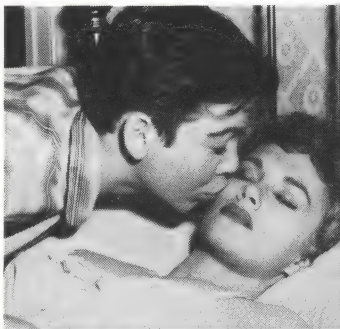
This delightful Columbia comedy concerns the emergence of a Canadian boy (Bobby Driscoll) into adolescence. His mother (Marsha Hunt) worries that he'll be warped by the influence of the men of the house: One of his uncles drinks wine from a water cooler, while his grandfather, father (Charles Boyer), and another uncle (Louis Jourdan) consider love-making the highest art.

Unscathed

But the boy comes through his first love-affairs—his crush on Linda Christian and a young girl's crush on him—virtually unscathed.

The charm of the actors helps to make this story of a boy's encounter with maturity an unusually real, alive, and hilarious motion picture.

Driscoll learns about wine, women and song from Kurt Kasznar (top); Linda Christian (c.); Charles Boyer.





Another
CURTISS
Product

ASSORTED
**FRUIT
DROPS**



CURTISS

by the makers of **Baby Ruth, Butterfinger, Coca-Cola**



TiSS

Donut Grove, Dip *candy bars*, Mints and Gum

TV: CLOTHED IN SUPERSTITION

Rose Bogdanoff, head of NBC-TV's costume department, was on a private crusade against actors' superstitions. She wanted them changed to fit video. "For instance," Rose says, "there's the old theater superstition that you mustn't sew anything on a performer's costume on opening night of a show. But it's always opening night on TV, and we're always sewing things on performers at the last minute. Of course, we can get around this by having the performer put three pins in her mouth. Three pins in the mouth wards off all sorts of evil."



Clothes-conscious Ed Wynn

Comics' Lucky Clothes

Comedians are notoriously superstitious about certain clothes which they think bring them good luck. Wally Cox refused to go on with his *Mr. Peepers* TV show after the NBC costume department had pressed his 10-year-old, glue-patched suit.

Rose Bogdanoff mollified him by rolling his suit in a ball, placing it on an office chair, having all visitors that day sit on it. Cox was delighted.

Ed Wynn insisted on wearing his "lucky" black vaudeville coat on his TV debut although it caused a bad light-reflection. The costume department finally had to cover the coat entirely with another material to satisfy both Wynn and the video cameras.

Says Rose Bogdanoff: "We have to stop and worry about all these old theater superstitions while we're in the midst of handling about 12,000 different costumes each week. You don't get ulcers in TV. You get heart attacks. We're beyond ulcers."

NEWS IN TELEVISION

Portent of Things to Come?

Television again upset movie planning, this time in Pontiac, Mich. A man hired to parachute into a drive-in theater for publicity landed on a TV aerial, had to be untangled by the fire department.

Tops in Summer Popularity

As the fall video season swung into full gear, Hooper ratings on summer-end TV revealed a complete divergence of program tastes from city to city across the nation. Top shows by cities: Godfrey's *Talent Scouts* (New York); *Pabst Bouts* (Chicago); *Dragnet* (Los Angeles); *Gangbusters* (Philadelphia); *Footlights Theater* (Boston); *Danger* (Detroit).

Behind the Scenes

Hollywood's two most powerful studios, MGM and 20th Century-Fox, were planning to merge and enter TV, Hedda Hopper reported. According to this report, the MGM studio would concentrate on theater movies while 20th Century made video films.

Winchell Goes TV

Walter Winchell (r.), beginning his 20th year on radio October 5, was also set to launch his weekly ABC-TV show on that date. Winchell's video show was scheduled for Sundays at 6:45 p.m. EST.



Walter Winchell on TV



Peggy Lee



Perry Como



Jo Stafford

DISK JOCKEYS: America's Pied Pipers

The popular record industry's booming fall season—one of its best in years—highlighted an incongruous situation: The fortunes of nationally prominent record favorites, like those pictured above, were more and more controlled by radio disk jockeys, many of them unknown outside their own cities.

When Philadelphia disk jockey Barry Kaye (WCAU) said, "Collectively, we can make or break a record personality," no one thought he was exaggerating. For the hands that can spin any record towards success by spinning it often enough, can also strangle it by ignoring it.

In recognition of this, national music publishers now carefully court such top local platter spinners as Boston's Bob Clayton (WHDH), Detroit's Eddie Chase (CKLW). Record performers who command thousands for personal appearances gladly grace these local powers' shows for nothing.

The Bad Old Days

This is a tremendous change from the days when name bands and singers were the ones publishers and composers courted. In those days the way to make a tune a hit was to get Bing Crosby to sing it or Glenn Miller to play it. When Martin Block (*back cover*) started one of the pioneer disk jockey pro-



Frankie Laine



Doris Day



Johnnie Ray



Dinah Shore

grams over New York's WNEW, record companies and bandleaders fought him for "unfair competition." The case went to the courts. Block won, and now the music business that fought him is glad he did win.

For as disk jockeys mushroomed across the country, the record business grew to 10 times its former size, and Martin Block and his counterparts took much of the credit. It turned out that people would buy the records the disk jockey plugged.

Local Fans and National Power

The disk jockeys themselves give different reasons for their growing power over the record buying public and the music business. Chicago's top jockey, WGN's Fred Reynolds, feels that radio has been forced to turn to more music programs because it's the best way to compete with TV. And disk jockey shows are the least expensive musical show.

Milwaukee's Tom Shanahan (WEMP), says the power comes from strong local level appeal: "We have a special appeal to women. We fill a void in their time with music and chatter." This local-angle theory is seconded by Buffalo, N. Y.'s Clint Buehlman (WBEN), who credits his top rating to such between-platter services as giving local weather forecasts, the time, road conditions.

The truth seems to be that each city responds to



Youngest: Peter Potter, Jr., 2½

a different personality. What one locality may love, another will abhor.

For many of these local disk jockeys, gimmicks and gags are as important a part of the show as the records. Los Angeles' top record spinner, KLAC's Peter Potter, has built his listenership via record popularity polls, amateur song contests, name guests, a warm "friendship" approach, and ringing in his son (l.) as a children's disk jockey.

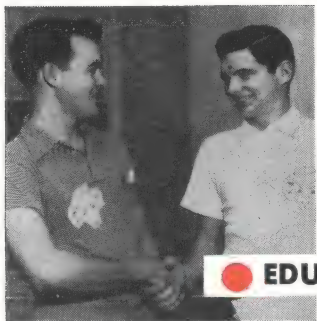
Bill Gordon of Cleveland's WHK became tops in his city by wild antics, sound effects, singing along with the records, corresponding with car-radio listeners via auto-horn beeps, running "stunt nights" and beauty contests.

To Each His Own

Other disk jockeys deplore such tactics, have become the top men in their cities by just playing the right records. One example is Dallas' Reuben Bradford (WFAA), who ignores music trends, plays what he likes, makes his listeners like it too.

In Washington, D. C., WTOP's Eddie Gallaher became the Capital's top jockey through his knowledge of record trends, shunning of gimmicks. Bob Van Camp, of Atlanta's WSB, sums it up: "We've got to trim the talk and play the music."

But though their ways are various, the results are the same. Nowadays it's the men who make the music go round and round who are sending the business up and up.



EDUCATION

The Name's the Same. Left: At North Carolina U., "Ike" Isenhower (r.) greets Dick Nixon, both cousins of their G.O.P. namesakes. Right: At Harvard, Borden Stevenson (l.), the Democratic Presidential nominee's son, starts rooming with William Roosevelt, a grandson of FDR.

Coaxial Campus

Americans went to school via television as Columbia U. launched *Seminar* (ABC-TV, Saturdays, 7 p.m., EST), a 13-week, nation-wide program offering a college course in American Civilization. TV "students" will get homework and a final exam, but not academic credit.

Replacement

Australia's inflation touched teachers. Flowers now topped apples as gifts from pupils.

This Week in History

Oct. 3, 1824—The first U. S. engineering college, Rensselaer Polytechnic Institute, opened.

Oct. 4, 1918—Germany accepted Wilson's 14 Points.

Oct. 7, 1861—Telegraphy replaced the Pony Express.



Inveterate slack wearer Kay Thompson dresses up with lots of jewelry

NEWS IN LIVING FASHION

Songs and Slacks.

Slim, blonde Kay Thompson (*opp. p.*), whose unique song and dance act has made her an entertainment hit from coast to coast, has duplicated for feminine fans her almost-as-famous slacks. Since she originated her act with the Williams Brothers three years ago, Kay's uncreased slacks have been part of the performance. She has 32 pairs in different fabrics, wears them all day long. To dress up, she adds armfuls of gold bracelets.

KAY'S FANCY PANTS, just appearing in stores across the country, were designed with the same tapered cut and tailoring that keep the ones she wears smooth and sleek during her often hectic antics on stage. Made of Forstmann's Charmeen gabardine, they were introduced in New York City to coincide with the opening of Kay Thompson and the Williams Brothers at the Hotel Plaza, will appear in stores in Cleveland (Nov. 1), Boston (Nov. 15) and other cities simultaneously with her scheduled appearances.



for song and dance act.

Evening Dresses From the Negligee Department

● Negligee departments in stores across the country noted a new customer trend as women found them an inexpensive source of evening clothes that need not stay at home. Reasons: Besides their newly acquired party manners, "at home" fashions are cheaper than similar dinner dresses—due to greater production. (See Tula's "at home" fashions, *r., opp. p.*).



● New hostess gown with pure silk shantung blouse, heavy black faille skirt for dinner at home or on the town (about \$40)

● Gold-nubbed acetate and rayon fabric that looks like wool makes a double-life "at home" dress (about \$30)



● Gold striped silk blouse with gold wide-wale corduroy skirt—an "at home" fashion that needn't stay home (about \$40)

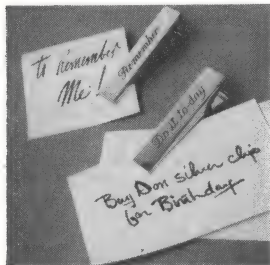
People Make Fashions

In Los Angeles: Even blasé Hollywood was startled when Mrs. Don Rose appeared at a reception for Gov. Stevenson with her Stevenson button on an eye patch (r.). . . . *In New York City:* "I'm man enough to wear this thing," commented rugged novelist John Steinbeck on the flowing blue serge cape with green lapels he brought back from Spain. . . . *In Baltimore:* As a painting smock for kindergarten, a little girl wore one of her daddy's old white shirts with the sleeves cut off. . . . *In Cold Spring Harbor, N. Y.:* Two career girls coined the work "sketchnic" to describe their Saturday sketching expeditions.



Campaigning by eye

EXPANDABLES. A sure fit for any foot was promised by a new-process stretchable all-nylon stocking made in one size only. "Wonsize" nylons are said to cling like peach skins to leg and ankle; about \$1.30. They will be in stores before Christmas.



Solid silver desk clips

CLOTHESPIN CLIPS FOR MEN. Sterling silver paper clips (l.), engraved with such phrases as "Hanging Fire," and "Do It Today," were a new gift suggestion for the man who has everything but time; offered by the F. R. Tripler New York City men's store.

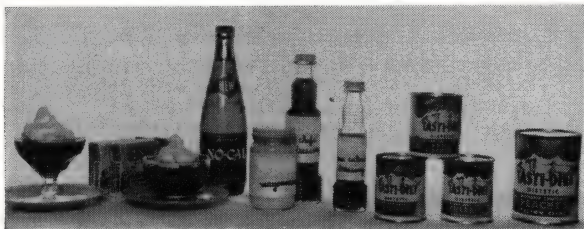
FOOD

ONLY THE CALORIES were missing from the latest dietetic foods that made welcome news for the 30 million Americans reported to be overweight. With modern developments in chemistry, caloric contents have been reduced in a record variety of foods ranging from hors d'oeuvres and puddings to soups, sauces, vegetables, fruits, cookies and candy (*below*).

NEWEST ASSORTMENT of food for dieters was added by the tomato sauce packer of Tasti-Diet Products. Designed to offer flavor as well as a low calorie count, they include: oil-free chef's salad dressing, Roquefort-blue cheese, French dressing, sugar-free gelatin desserts (with only 14 calories a portion instead of the usual 65), and vanilla pudding (with only four calories instead of the usual 56).

TALL, FLAVORED DRINKS with only one and a half calories to an 8-ounce glass, were made possible with a new sugar-free ginger ale (No-Cal). Combined with two ounces of dry vermouth, a dash of grenadine and Angostura bitters, it becomes a party drink. Other low-calorie beverages: grape, black cherry, root beer.

QUICK TIP: Add a new flavor to gelatin desserts by using low-calorie ginger ale as half of the liquid.



New products offer dieters all this and a waistline too.



More beauty tricks

DO THEY WORK?

.....

A STRIP IN TIME saves nylons! Catch that run with a tight-sticking snip of transparent cellophane tape, as Chris Higgins demonstrates.



NAIL BITERS ATTENTION! A strip of cellophane tape does wonders to discourage biting. Apply tape and trim to shape as Barbara Gramhill is doing.



REMOVE LINT from handbags, suede articles by wrapping tape around hand, sticky side out...and patting lightly. Ina Marlow shows how.

That's "Scotch" Brand cellophane tape the girls are using. Remember to pick up a roll or two next time you're shopping.

("Scotch" is the registered trademark of Minnesota Mining & Mfg. Co.)

For Women Only

be **Quick** to: ▶ Give more thought to reducing hips and thighs this winter, less to indenting the waist. New slinky fashions take the accent off the waistline, emphasize the entire body line.

▶ Find an answer to practically any current problem by referring to Amy Vanderbilt's *Complete Book of Etiquette* (Doubleday, Oct. 6). Written with human warmth, good sense and understanding, almost every phase of modern life is discussed—from how to behave at auctions (don't wave to friends or you may "up" the bid), to suggestions for making children mind their manners.

▶ Greet the green hat, revived by New York City milliner Lilly Daché as a nostalgic reminder of Michael Arlen's *Green Hat*, a hit novel of the 20's.

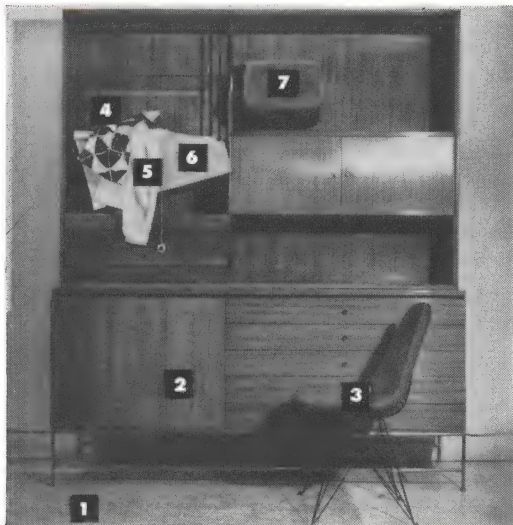
▶ Amuse your friends by telling them their color preferences may have personality implications. Examples: Those who prefer green are apt to be upholders of social conventions but not necessarily prudes; orange addicts are friendly, happy-go-lucky; introverts often prefer blue; while enthusiasts of yellow are high-minded, intellectual, crusading, stand-offish.

▶ Keep cracked eggs from leaking or deteriorating by sealing them with cellophane tape.

▶ Turn to the U.N. for your greeting cards, knowing that you are contributing to the work of the United Nations International Children's Emergency Fund. Charming scenes in color by children's artist Leonard Weisgard depict joyful youngsters in five of the 70 countries aided by UNICEF. Box of 10 cards, \$1.

HOME LIFE

Awards Spotlight Trends



HOME FURNISHINGS that got 1952 Trail Blazer Awards were announced at Home Fashions League: 1) Waite Carpet's Purl-Wai rugs; 2) Paul McCobb's Irwin furniture collection; 3) Charles Eames' upholstered wire chair; 4) Alexander Girard's drapery fabrics (by Herman Miller); 5) Martex's towels; 6) Columbia Mills' textured window shades; 7) General Electric's fan.

● ART



Water Colors From Free China

Paintings by Formosan artist Ran-Inting (*above*) promised New York City gallery-goers a rare glimpse of an art that combines the beauty and decorative quality of the Orient with Western tradition. Since childhood, Ran has painted the natural beauty of his tropical island—influenced by his visits to London and Paris where his work was acclaimed in 1938. Ferargil Galleries opens Ran's first U. S. exhibit, October 6.



Decorative panel by Ran-Inting

● MALE AND FEMALE

Royal Reconciliation

After spending two nights together in a Paris villa, Rita Hayworth and Aly Khan announced that Rita has called off her divorce plans "for the present." Friends revealed that Rita left Aly a year ago because he wanted "to coop me up like a true Mos-

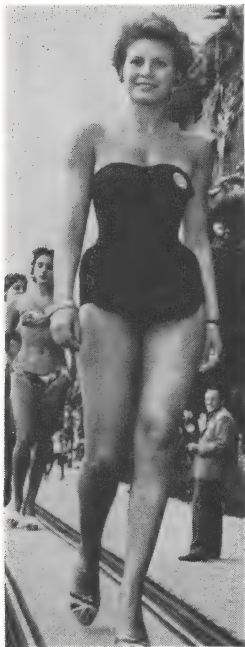
lem wife." Aly told newsmen: "My wife has her job and I have mine. We do not intend to interfere with each other's duties." Then he turned to Rita and said, "Come on, darling. We are now going to play Romeo and Juliet."

The Inferior Sex?

Women shouldn't be allowed to vote because they can't think "beyond the narrow horizons of their own small lives," California anthropologist Dr. Joseph Markey declared. His research, Markey said, proves the potential of the female mind to be "staggeringly low . . . a melancholy picture." Dr. Markey said that when he tells these facts to his wife, "she nods incuriously, but she is not offended."



Winner: Eloisa Cianni, 19, in a one-piece suit won the "Miss Italy" title from her competitors wearing Bikini suits.



● CRIME

They Went Thataway

Wild West days were back. In Detroit, Harold Hummel (r.), who fancies himself a modern "Billy the Kid" and dresses accordingly, told police he murdered two men during an attempted holdup. And Ft. Worth, Texas, police charged that Melba Basham, 21, a soda clerk, was the queen of a gang of cattle rustlers. Melba's gang, they said, used a trailer to spirit away the livestock.

All Gone

Maria Ehlers reported to Mexico City police the theft of her car and a friend of hers who had been sleeping in the back seat.



"Billy the Kid" Hummel

● VITAL STATISTICS

Married: Sportswoman Mrs. Lucille Wright and film producer Gene Markey (her second, his fourth). . . . Ex-model Alice Lowthers, 24, and N. Y. Yankee president Dan Topping, 40 (her first, his fifth).

Died: George Santayana, 89, Spanish-born poet, philosopher, author (*The Last Puritan*); in Rome. . . . H. T. Webster, 67, cartoonist who created "The Timid Soul"; of a heart attack; in Stamford, Conn. . . . David K. Niles, 63, an aide to Presidents Roosevelt and Truman; in Boston.

BOOK OF THE WEEK

"GIANT"

By EDNA FERBER

(Doubleday, \$3.95)



The state of Texas has already declared war on Edna Ferber's *Giant*, and booksellers in the rest of the country expected a stampede of customers to match the receptions that greeted the 65-year-old author's 10 previous novels (*Show Boat*, *So Big*, *Cimarron*, *Saratoga Trunk*).



Edna Ferber

In *Giant*, Miss Ferber is only partly concerned with her story and her characters. Bick Benedict, Texas cattle king, and Leslie Lynnton, his Virginian wife, are self-sufficient enough to give Miss Ferber a free hand with her real subject: Texas, as a state and a state of mind.

The State of the Lone Star

For Texas, she feels, is in a bad way. While Bick and Leslie raise a family, Miss Ferber barbecues the state, "the vortex of airplanes and bourbon and Brahman cattle and millions and little white mink capes and Cadillacs and oil rigs and skyscrapers." It's high time Texans realized, says she, that there's no merit in bigness by itself. And, she adds testily, they should start thinking about democracy for Americans from Mexico.

Texas boosters have already blued the air with volleys in return. One outraged Texas book man, termed *Giant* a "Gargantuan hunk of monstrous, ill-informed, hokum-laden hocus-pocus." All signs pointed to best-seller No. 11 for Edna Ferber.

Local Boy Makes Good

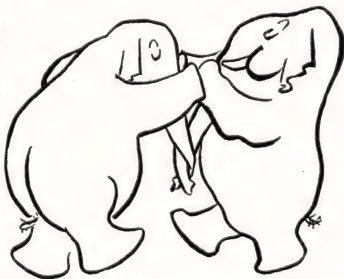
Cuba resident Ernest Hemingway's internationally applauded story of an old Cuban fisherman's epic contest with a giant fish, *The Old Man and the Sea*, won another honor—a gold medal presented by the Cuban Tourist Commission.

The Million-Copy Bible

The widely-publicized new *Revised Standard Version* (Nelson) of the Bible in modern English (QUICK—September 15) was criticized by the fundamentalist leader, the Rev. Dr. Carl McIntire. He claimed its "modernist scholarship" undermined the authority of the Bible. Particularly criticized: substitution of the phrase "a young woman" for "virgin" in an Old Testament prophecy of the birth of the Messiah.

New and Good, and Young

For tots: Sterling North's *The Birthday of Little Jesus* (Grosset & Dunlap), fable without frills. . . . Ludwig Bemelmans' self-illustrated *The Happy Place* (Little, Brown), a homeless rabbit finds refuge in a zoo's elephant house (*below*). . . . For teenagers: Lee Wyndham's *Slipper Under Glass* (Longmans, Green), ballet dancing misadventures. . . . Amelia Lobsenz' *Kay Everett Works DX* (Vanguard), a radio ham's adventures. . . . Frank Denman's *The Law, It's on Your Side* (Macmillan), a documentary.



Bemelmans' elephants

● BUSINESS AND LABOR

Lawyers: Nothing But the Truth?

Whether a lawyer should lie for his client was in dispute. Boston barrister Charles Curtis, in the *Stanford U. Law Review*, wrote that lying is a lawyer's "function" as "he is required to treat outsiders as if they were barbarians or enemies." Shocked New York City lawyers retorted a liar "impairs his character," "weakens his standing" in court.

Up in the Clouds

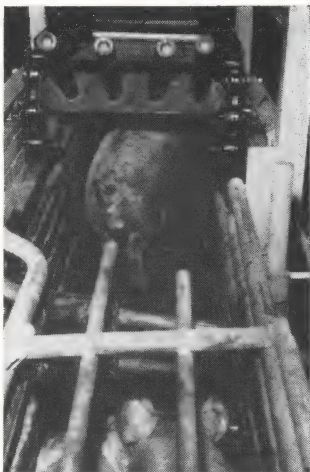
Airlines tried something new: 1) Scandinavian Airlines will soon begin the first regular U. S.-Europe run over the Arctic Circle (the West Coast to Copenhagen, Rome); 2) Britain's BEA began putting radios in headrests of all seats; 3) Because women "earn and weigh less," Central African Airways planned to give them cheaper fares to Rhodesia.

Art for Steak's Sake

Because art buyers now are "only interested in big names," New York City artist Naomi Lorne offered to barter her paintings for items like frozen steaks, a refrigerator or credit at a beauty salon. Miss Lorne, who has had museum exhibits on three continents and has gotten up to \$1,200 a painting, said: "I love to paint, but I like to eat."

Rebellion at Ward's

Montgomery Ward, world's second biggest mail order house, had a new revolt against Sewell Avery, its 78-year-old chairman. Latest to quit: Stuart Ball, \$81,000-a-year president; Arthur Cahill, vice-president. (Four presidents and 30 vice-presidents have left since Avery took over in 1931.) Factors: Avery's "domination," big gains by Ward's No. 1 competitor, Sears, Roebuck—which expanded while Avery retrenched in anticipation of a depression.



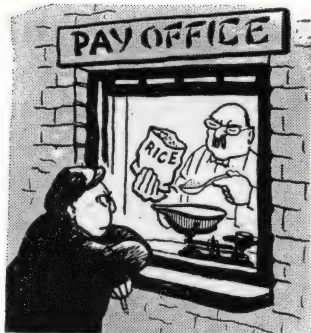
Painless Pigsticking: To save struggles with hogs (l.) in slaughtering, Hormel Co., Austin, Minn., puts them on a conveyor belt (r.), gives them anesthesia before knifing

Cease-Fire for Bargains

Five strike-bound Toledo, Ohio, department stores tried to lure customers past pickets with big bargains, got a surprise. The union removed the pickets for one evening, took ads inviting customers.

Car of the Future?

The first plastic-body sports car was due on the market in nine months. Kaiser-Frazer said it would make 1,000 three-seater, low-slung sportscars (on a Henry J. chassis) to test demand. Price: about \$2,000, against \$1,450 for the heavier Henry J. One problem: No one yet knows how to mass-produce plastic bodies.



Giles in London Sunday Express
 "One spoon for 48 hours overtime."

Clash over Cotton

An all-out price war between Japan's revived textile industry and Britain's slumping mills loomed as the result of failure of the biggest world cotton conference ever held, in England. The problem: global overproduction (despite some sales pickup). The hope (of some): a conference agreement on production quotas. The

result: no quotas; Japan's insistence it must boost sales and output for economic independence; British refusal (citing low Jap wages, *above*) to drop import curbs in colonies; U. S. plans to cut exports (the home market is largely tariff-protected).

Time for Reflection

October 2 to October 11 was designated "Save a Wife Week" by the Paper Plate Assn.

The 'Little Man' Gets a Banker

A revolutionary charge-account banking service, begun by the Franklin Square, N. Y., National Bank last year, was spreading. The service: The bank issues a credit card good in all participating local stores, sends holders an all-inclusive bill each month. The service has proved a convenience and money-saver for shoppers (there's no charge and they save on checks), has boosted sales of small retailers unable to offer charge accounts, and upped deposits for the bank. The Franklin Square, asked details by 700 banks all over the world, has franchised three (in Rochester, N. Y., Kalamazoo, Mich., Plainfield, N. J.).



Wide World

Dodger owner O'Malley, manager Dressen, celebrate a victory.

Does the Best Team Win?

The pennant winners this year—Brooklyn in the N.L. and New York in the A.L.—both won handily. But, on paper, both showed glaring shortcomings at the season's end, and put new life in an old question: "Does the best team win the pennant?"

In the Dodgers' case, their so-so record against the league's three other top clubs (*below*) provided chart-lovers with arguable material for the winter months.

Despite the figures, experts conceded manager Charlie Dressen, backed by owner Walter O'Malley,

BROOKLYN VS. THE CONTENDERS

	WON	LOST
BROOKLYN vs. N. Y. GIANTS	8	14
BROOKLYN vs. THE PHILLIES	10	12
BROOKLYN vs. THE CARDINALS	11	11

had turned in an outstanding job with the 1952 Dodgers. For one thing, Dressen lost his ace right-hander, Don Newcombe, a 20-game winner last season, to the armed forces. His other 20-game winner, lefty Preacher Roe, slowed to only 11 victories this year. But with a collection of pitchers named "Joe" (and one named Black) Dressen got his flag.

In the case of the Yankees, fans who study the Cleveland statistics will wonder how they ever lost out to N. Y. The Indians led the league in home runs, runs-batted-in and runs scored. Added to that, Cleveland had three 20-game winning pitchers, in a league which produced only two other pitchers who reached that charmed circle.

Last year, the Giants' "miracle" made the form charts look even sillier. As late as August, Leo Durocher's men were 13 games back of Brooklyn. But

a September spurt carried them to a tie on the final day of the season and they won the flag on a drama-packed homer by Bobby Thomson (l.), with two men on in the last inning of the last playoff game.

The classic example came in 1914, when the Boston Braves, in last place on July 4, 15 games back of the leaders, suddenly caught fire, won the pennant, then swept the World Series from the A's in four straight games. A's manager Connie Mack had one comment: "The best team didn't win."



Stanky, Durocher hail Thomson.

The original "hitless wonders," the Chicago White Sox of 1906, also shattered the experts. That team won the A.L. pennant with a team batting average of .228, by far the lowest in the loop. A 19-game win streak propelled the Sox to their flag and, of their 93 season victories, 29 were by one run.

Many seasons, of course, left no room for debate. No one could question the Yankee teams paced by the late Babe Ruth (r.) and Lou Gehrig in the 1920's, nor Joe McCarthy's Yanks that dominated the 30's.

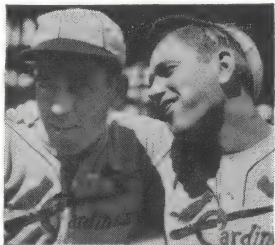
The victorious 1934 St. Louis Cardinals team had two incalculable assets: the Dean brothers, Dizzy and Paul (below). That year "Me 'n' Paul" combined to win 49 games.

Connie Mack had some "best" teams that did come through, from 1929 through 1931. And the fabled John McGraw needed no miracles to win with the Giants from 1921 through 1924.

Those teams are a far cry from this year's winners. But as Yankee mgr. Stengel says: "You still got to go out and win them games."



Babe Ruth



Paul and Dizzy Dean

It's All Over Now

With the pennant winners in the World Series, one cellar-dwelling club broke into the news. Pittsburgh's Ralph Kiner and Hank Sauer of the Cubs tied for N.L. home run honors, 37 each. Kiner became the first major leaguer to lead, or tie for the lead seven straight years. Old mark: six, by Babe Ruth. And Pirate manager Bill Meyer was let go.

First and Fatal

The first major collegiate football Saturday was marred by the season's first death. Yale sophomore Demetre Homer, White Plains, N. Y., hurt in a Junior Varsity game, died the next day.

Sweet Revenge

The Cleveland Browns opened the National Pro Football League season by upsetting the champion Los Angeles Rams 37-7. The Browns failed to win their first title in seven years last season, when beaten in the title game by the Rams.

Football's New Look: Louisiana State's football team lines up, displays its new numbering plan (QUICK, Sept. 8).



Why more and more people say: "TING for FOOT ITCH"

The amazing story of a new "dry"
treatment for itchy, peeling toes
or Athlete's Foot!



1. USED in hospitals for Athlete's Foot. TING has only been released nationally a few months, yet...



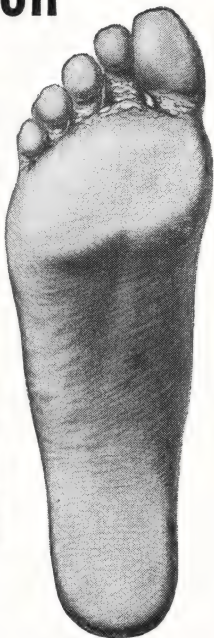
2. TODAY THOUSANDS USE TING! Guaranteed TING *must satisfy you in one week*—or money back! It's greaseless, stainless!



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SECOND THOUGHTS ON SPORTS

By Mickey Greenman

It came as no surprise to find out "Irish" Billy Graham was jugged by Cuban cops the moment he stepped off the boat. Billy, an American fistfighter, was arriving to do battle with a fellow fistfighter, Kid Gavilan.

Here's what made the Cuban gendarmes nervous. Gavilan, welterweight champion of the whole world, is also a hero of national standing among the Cubans.

The charge against Billy is that he violated the immigration laws. But—and that "but" is as big as the Morro Castle—Billy has already beaten Gavilan once, almost beat him twice, and the chances are even money that he will lift Gavilan's crown this time. That's why Cubans want Billy not only out of the ring, but out of the country.

Graham will have to watch more than Gavilan in that Havana ring. For the Cubans seem ready, willing and able to protect Gavilan and his title. In fact, it will be more than surprising if Graham comes home with anything but a good paycheck.

Which is a genuine souvenir, even from Cuba.

• • • • •

Have you been following the controversy over whether betting should be legalized off the race tracks? Well, maybe there's a lesson or something in this 1842 magazine ad for a race between two horses named Boston and Fashion. "We are authorized to bet a very fine mare and foal against her worth in money or bloodstock—also 2,000 acres of rich land in a Western state—and the credit of a gentleman worth \$40,000 'as far as it will go' that Boston beats Fashion. Who speaks for Fashion?"

Fashion won.

Quick Quiz

Test your news knowledge

about facts in this issue. If you answer a question on the first clew, score 5; second clew, score 3; final clew, score 1

Excellent, 25-30; Good, 18-24; Fair, 12-17; below 12, Poor.

1. a) There was a new revolt against ➡ him. b) One factor: his company's loss of ground to Sears, Roebuck. c) He's chairman of Montgomery Ward.



2. a) This fish's roving was tracked by scientists. b) During the daytime it travels in schools. c) But at night it leaves the school, sleeps on lake bottoms.

3. a) He appeared before a House committee probing the Justice Dept. b) He relayed a comment from his former boss, J. Howard McGrath, to the committee. c) He was an Asst. Attorney General.



4. a) This is the symbol of a group ➡ seeking \$235 million. b) It will use some of this money to aid GI's. c) The feather's color is red.

5. a) This organization was told about a new operation for hardened arteries. b) It also heard a prediction concerning a monkey's heart and lungs. c) It's composed of U. S. surgeons.



6. a) He once led his team to four ➡ straight championships. b) His team held the National League pennant from 1921 to 1924. c) He managed the Giants.

Answers:

1. Sewell Avery. 2. The perch. 3. T. Lamar Caudle. 4. United Red Feather Campaigns. 5. American College of Surgeons. 6. John McGraw.

Quick Quiz is a daily feature of *The Big Payoff*, NBC-TV, Mon.-Fri., 3 p.m. EST, starring Randy Merriman and Bess Myerson.

Passengers

Blocked by cold weather in Graz, Austria, thousands of Africa-bound swallows were flown to the warmer Mediterranean by special commercial plane.

The Shame of It

Due to appear soon at a cat show, Chicago's champion Persian, Sweeter Elegancie, vanished from her home after losing a fight to a stray alley cat.

News from the Zoos

Although they ignore ordinary planes, Jack and Jill, chimpanzees at the Johannesburg, South Africa, zoo, foretell the thrice-weekly arrival from Europe of the BOAC Comet Jetliner. Long before humans can see or hear the plane, Jack notifies the zoo by

yelling and climbing his cage to watch the sky. . . . Winston, a bachelor sea-cow in a Florida zoo, had a ready-made family. The zoo captured a wild sea-cow as his mate, and she brought along her 75-lb. calf.



Web-Footed Watch-dog: Deacon, a duck, takes care of year-old Frankie Dimaio of Lincoln, Neb. If Frankie strays too far, Deacon jumps and quacks sharply.

Quick PREDICTS

France's wheat crop will have much to do with the fate of Premier Antoine Pinay's cabinet. A big supply of grain will help his price stabilization program; if it collapses his entire financial scheme is endangered.

Gen. Eisenhower's charges of waste and poor management in the preparedness program will be answered by civilian officials in the Pentagon.

Plans for making all infantry divisions in the British army airborne will get serious study by British officials. The plans are based on future production of jet airliners capable of carrying 100 passengers.

Neutral Switzerland soon will unveil prototypes of two new jet fighter planes for the Swiss air force.

Price controls will be dropped, as far as small businesses are concerned. Reason: The Price Stabilization office hasn't enough enforcement officials to back up the controls.

Russia soon will move into heavy production of a big intercontinental bomber and an improved version of the Nazi V-2 guided missile.

The Pentagon will reveal new instrument improvements which have aided U. S. jet pilots' scores in fighting Russian MIG's in Korea.

State hunting and fishing license fees will be raised generally next year.

North Atlantic Treaty officials will overhaul their communications system. During the recent Operation Mainbrace naval maneuvers, vital messages were delayed because the communications set-up was overloaded.

Another postal rate increase will be urged by the Postoffice Dept. as the only way to cut its present \$670 million-a-year deficit.

Sen. Kefauver (D., Tenn.) will squelch attempts at reviving the Senate Crime Investigating Committee. He thinks Congress has enough facts now to pass laws to help curb interstate gambling and other crime.

The armed forces will try to get a new military pay increase coupled with any new increase in Government employees' salaries.

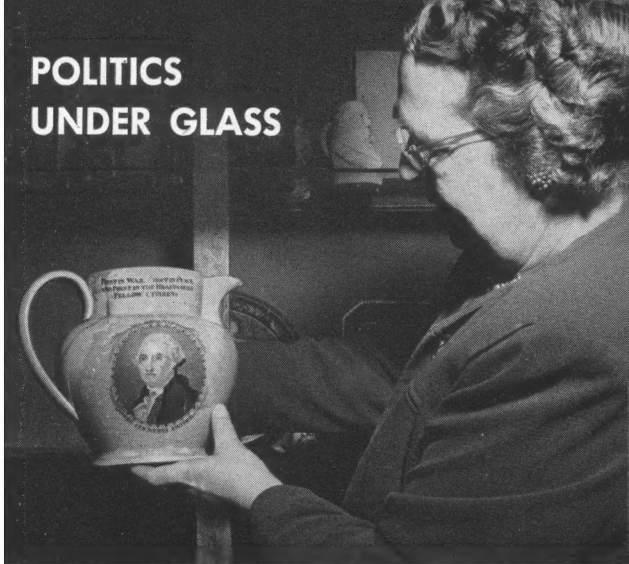
Congress will raise its salaries and expense funds next year, after it sets up a special commission of private citizens to survey the financial needs of congressmen in Washington.

Brooklyn pitcher Joe Black will win the National League's "Rookie of the Year" award; the Phils' Robin Roberts will be named "Most Valuable Player."

Ramon Magsaysay, Philippine Islands Defense Sec., will run for president as the chosen candidate of Pres. Quirino in 1953.

Another potato shortage will plague housewives next spring.

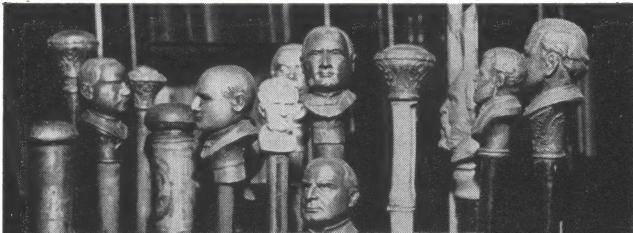
POLITICS UNDER GLASS



Mrs. Douglas displays pitcher marking Washington's inauguration.

The home stretch of the 1952 Presidential race held an extra interest for Mrs. Damon Douglas (*above*), an East Orange, N. J., housewife. Owner of a collection of 6,000 souvenirs from all U. S. Presidential cam-

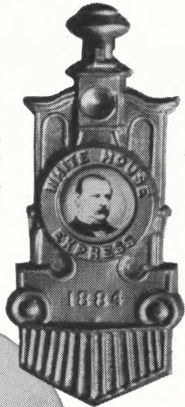
Oldtime campaign canes bear likenesses of Presidential hopefuls.





Helmet with oil lamp lit
Garfield parades in 1880.

paigns, Mrs. Damon was busy in her home "museum," rearranging older curios to make room for 1952's buttons, badges and banners.



Campaigner
Grover
Cleveland
adorns the
"White
House
express."



Badge shows Teddy Roosevelt
backed by Uncle Sam.



Opponents mocked W. J.
Bryan, who lost three times.

A 1940 anagram button boosts Willkie; 1948 panties ballyhoo Dewey-Warren.



• QUICK

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Nell Meatte, *Chicago model*: "For me and the many models who carry it along, QUICK is news out of the hatbox and into the head, but quick!"



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A black and white photograph of a man, identified as Martin Block, in a radio studio. He is leaning forward, resting his chin on his hand, and looking towards the camera with a slight smile. He is wearing a light-colored, short-sleeved button-down shirt and a wristwatch on his left wrist. In the foreground, a vinyl record is spinning on a turntable. To the left, a large, vintage-style microphone is suspended. The background is a dark, textured wall.

Quick

America's Pied Pipers: Disk jockeys like Martin Block now call the tune for Tin Pan Alley (see "Entertainment").